

Strategic Media Services - DC  
3299 K Street NW  
Suite 200  
Washington DC 20007

American Petroleum Institute/ Issue  
Submission Number 285 Issue 1

**NBC 17**  
accurate, balanced, to the point



**WNCN-TV**  
1205 Front St  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	American Petroleum Institute/ Issue	Submission Cost:	3950	Campaign Ref:	E:064081700
Buyer:	" "	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	11/14/12 to 11/18/12	Weeks:	1	Order Ref:	06408170
Est./PO Number:	06408170	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Api Target 2012	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	11/12	Total	Cost
7	M-F 6a News ..WT...	04	225	30 Comme	Nbr of Spots 2	2	450
8	M-F 7a Today Show ..WT...	04	400	30 Comme	Nbr of Spots 2	2	800
9	M-F 6p News ..WTF..	04	275	30 Comme	Nbr of Spots 3	3	825
10	M-F 7p News ..WT...	04	275	30 Comme	Nbr of Spots 2	2	550
11	Sun 6p News MTWTFSS Isolations: W/C 11/12 .....S	03	200	30 Comme	Nbr of Spots 1	1	200
12	M-Su 11p News MTWTF..	05	375	30 Comme	Nbr of Spots 3	3	1125
<b>Weekly Totals: Total Spots (Ord Spots)</b>					13	13	

<b>Grand Totals</b>				<b>Month 11 Weeks: 4</b>			
<b>Totals</b>				<b>11/12</b>			
Spots	13						13
Cost	3950						3950

Grand Totals:

Spots:	13
Gross Total:	3,950.00
Commission:	592.50
Net Total:	3,357.50

REP HEADLINE# 6408170  
\$\$\$ APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV12/12 14.03  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/AMER. PETROLEUM INST.	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	STRATEGIC MEDIA SERVICES	BUYER NAME	STEPHEN SZOSTAK	
		3299 K. STREET NW, SUITE 200	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC 20007			
ORDER #	CONTRACT #	6408170	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	API TARGET	2012	EST#	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	NOV14/12	NOV18/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	NOV12/12	14.03

REP: 11/12 REV  
REVISED FLIGHT DATE TO START ON 11/14  
REVISED LINES 1,3-5 TO START ON 11/14  
TTL SAME  
PLEASE CONFIRM  
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE -- TARGET 2012  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$3,950.00  
TOTAL SPOTS 13

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
NOV12/12 13.48  
\*\*\* WNCN-TV \*\*\*

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1		EY	600A-700A	30		\$225.00	11/14	11/15	2		W-TH	2
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
3		EY	600P-630P	30		\$275.00	11/14	11/16	3		W-F	3
PROGRAM : NEWS												
CON COM1: NEWS												
4		EY	700P-730P	30		\$275.00	11/14	11/15	2		W-TH	2
PROGRAM : NEWS												
CON COM1: NEWS												
5		EY	1100P-1130P	30		\$375.00	11/14	11/16	3		W-F	3
PROGRAM : 11PM NEWS												
CON COM1: 11PM NEWS												

REP HEADLINE# 6408170  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV12/12 13.48  
 \*\*CHANGES\*\* \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
NOV/12						\$3,950.00						

CONTRACT TOTAL \$3,950.00  
 TOTAL SPOTS 13

MARKET TOTALS \$49,375 WNCN 8% WRAL 45% WTVD 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%  
 SHARES ARE ESTIMATED  
 SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6408170  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV12/12 13.22  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/AMER. PETROLEUM INST.	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	STRATEGIC MEDIA SERVICES	BUYER NAME	STEPHEN SZOSTAK	
		3299 K. STREET NW, SUITE 200	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC 20007			
ORDER #	CONTRACT #	6408170	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	API TARGET	2012	EST#	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	NOV12/12	NOV18/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	NOV12/12	13.22

REP: NEW ORDER  
TTL \$3,950 @13X  
PLEASE CONFIRM  
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$3,950.00  
TOTAL SPOTS 13

REP HEADLINE# 6408170  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 703-516-9680  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP

NOV12/12 11.14  
 \*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/AMER. PETROLEUM INST.  
 AGY # AGY. NAME STRATEGIC MEDIA SERVICES

3299 K. STREET NW, SUITE 200

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #  
 BUYER NAME STEPHEN SZOSTAK  
 SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6408170

CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV12/12 NOV18/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE NOV12/12 11.14

REP: NEW ORDER  
 TTI, \$3,950 @13X  
 PLEASE CONFIRM  
 THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$225.00	11/13	11/15	2		TU, TH	2
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
2			700A-900A	30		\$400.00	11/14	11/15	2		W-TH	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
3			600P-630P	30		\$275.00	11/13	11/16	3		TU, TH-F	3
PROGRAM : NEWS												
CON COM1: NEWS												
4			700P-730P	30		\$275.00	11/13	11/14	2		TU-W	2
PROGRAM : NEWS												
CON COM1: NEWS												

11/12

REP HEADLINE# 6408170  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

NOV12/12 11.14  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			1100P-1130P	30		\$375.00	11/13	11/16	3		TU-W,F	3
PROGRAM : 11PM NEWS												
CON COM1 : 11PM NEWS												
6			600P-630P	30		\$200.00	11/18	11/18	1		SUN	1
PROGRAM : SUN NEWS												
CON COM1 : SUN NEWS												
NOV/12 \$3,950.00												
CONTRACT TOTAL												\$3,950.00
TOTAL SPOTS												13

MARKET TOTALS \$49,375 WNCN 8% WRAL 45% WTVB 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%  
 SHARES ARE ESTIMATED  
 SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Neil Williams  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Petroleum Institute

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/22/11

202-337-5700

Date
Signature
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

Signature
Printed Name
Title